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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re:

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JUL 22 2002

Technology Center 2100

Applicant : A. Perkins
Serial No. : 09/334,327
Filed : June 16, 1999
For : A PROCESS FOR IMPROVING SEARCH ENGINE EFFICIENCY USING
USER FEEDBACK
Art Unit : 2771 2175
Examiner : T. Pardo

COMMISSIONER FOR PATENTS
AND TRADEMARKS
WASHINGTON, D.C. 20231

Honorable Sir:

AMENDMENT

In response to the Office Action dated February 4, 2002, please enter this Amendment.

IN THE CLAIMS

Amend Claim 37 as follows:

SUB D17
C1
37. (Amended) A method for improving search engine efficiency using user feedback,
comprising the steps of:

creating and modifying a user profile record comprising of demographic and psychographic
data;

07/18/2002 TBESHMH1 00000041 09334327

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